



WTIC-TV

ORDER

Print Date 08/13/12

Page 1 of 3

Flight Dates 08/02/12-08/14/12

Contract / Revision 377013 - 2

Original Date / Revision
08/13/12 08/13/12

Advertiser Lisa Wilson-Foley/R/Cong 51

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

LISA FOLEY FOR CONGR

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2540

Alt Order # 06259848

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 56333

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	22533
4WVIT	15%	8450
5WTNH	30%	16900
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	44	\$7,182.50	\$8,450.00	0.00	07/30/12	08/14/12	44	\$7,182.50	\$8,450.00
Totals	44	\$7,182.50	\$8,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/02/12	08/03/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---TF--	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$65.00		0.00					
E 2	61	08/06/12	08/10/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	5	\$65.00	03	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	MTWTF--		5		\$65.00		0.00					
3	61	08/13/12	08/14/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT-----	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	MT-----		2		\$65.00		0.00					
E 4	61	08/02/12	08/03/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	2	\$65.00	03	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/30/12	08/05/12	---TF--		2		\$65.00		0.00					
E 5	61	08/06/12	08/10/12		CM	8a-9a	MTWTF--	:30	5	\$65.00	03	0.00	NM	5	\$325.00



WTIC-TV

Print Date: 08/13/12

Page 2 of 3

Contract / Revision **377013- 2** Flight Dates **08/02/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser **Lisa Wilson-Foley/R/Cong** Product **LISA FOLEY FOR CONGR** Estimate # **2540**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 8a-9a										
				M-F 8a-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	MTWTF--	5		\$65.00		0.00					
6	61	08/13/12	08/14/12	M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$65.00	03	0.00 NM	2	\$130.00
				M-F 8a-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----	2		\$65.00		0.00					
7	61	08/05/12	08/05/12	Fox News Sunday	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00 NM	1	\$65.00
				Su 9a-10a Fox News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	-----1	1		\$65.00		0.00					
E 8	61	08/12/12	08/12/12	Fox News Sunday	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00 NM	1	\$65.00
				Su 9a-10a Fox News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1	1		\$65.00		0.00					
E 9	61	08/02/12	08/03/12	M-F 4p-5pm	CM	4p-5p	---TF--	:30	2	\$150.00	03	0.00 NM	2	\$300.00
				M-F 4p-5pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	---TF--	2		\$150.00		0.00					
E 10	61	08/06/12	08/10/12	M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	4	\$150.00	03	0.00 NM	3	\$450.00
				M-F 4p-5pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	MTWTF--	4		\$150.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	61	08/06/12-08/12/12		M-F 4p-5pm	4p-5p		MTWThF----	:30	(\$150.00)	0.00	NM			
Credited														
11	61	08/13/12	08/14/12	M-F 4p-5pm	CM	4p-5p	MT-----	:30	2	\$150.00	03	0.00 NM	2	\$300.00
				M-F 4p-5pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----	2		\$150.00		0.00					
E 12	61	08/03/12	08/03/12	M-F News at Ten	CM	10p-11p	----1--	:30	1	\$850.00	03	0.00 NM	1	\$850.00
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	----1--	1		\$850.00		0.00					
E 13	61	08/06/12	08/06/12	M-F News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00 NM	1	\$850.00
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	1-----	1		\$850.00		0.00					
14	61	08/08/12	08/08/12	M-F News at Ten	CM	10p-11p	--1----	:30	1	\$850.00	03	0.00 NM	1	\$850.00
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	--1----	1		\$850.00		0.00					
15	61	08/10/12	08/10/12	M-F News at Ten	CM	10p-11p	----1--	:30	1	\$850.00	03	0.00 NM	1	\$850.00
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----1--	1		\$850.00		0.00					
16	61	08/13/12	08/13/12	M-F News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00 NM	1	\$850.00
				News at Ten										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	1-----	1		\$850.00		0.00					



WTIC-TV

Print Date: 08/13/12

Page 3 of 3

Contract / Revision **377013- 2** Flight Dates **08/02/12-08/14/12**Hiatus DatesOriginal Date / Revision 08/13/12/ 08/13/12Order Sep 00:15:00Advertiser **Lisa Wilson-Foley/R/Cong !** Product **LISA FOLEY FOR CONGR** Estimate # **2540**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	08/02/12	08/03/12	M-F News at 11pm News at 11pm	CM	11p-1135p	---TF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--					2	\$175.00		0.00			
E 18	61	08/06/12	08/10/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$175.00	03	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					5	\$175.00		0.00			
19	61	08/13/12	08/13/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$175.00		0.00			
E 20	61	08/12/12	08/12/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1					1	\$175.00		0.00			
21	61	08/04/12	08/04/12	Sa 9a-930a Sa 9a-930a	CM	9a-930a	-----1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-					1	\$75.00		0.00			
22	61	08/04/12	08/04/12	Sa 930a-10a Sa 930a-10a	CM	930a-10a	-----1-	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-					1	\$75.00		0.00			
N 23	61	08/14/12	08/14/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-1-----	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----					1	\$125.00		0.00			
Totals													44	\$8,450.00	